

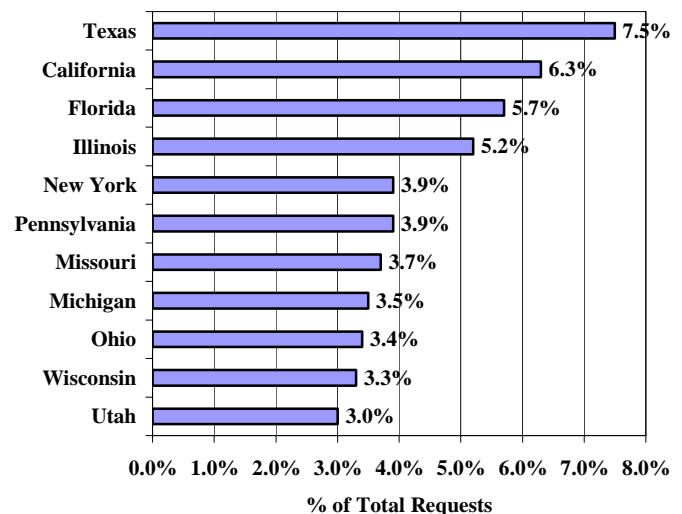
Utah! Travel Guide Fulfillment Report

2005 Year End

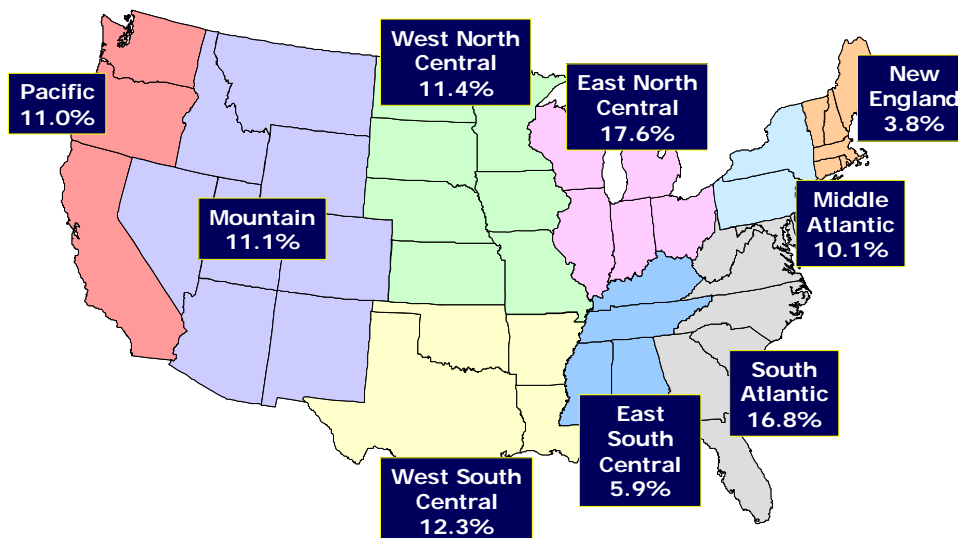
In 2005, the Utah Office of Tourism fulfilled 37,734 requests for the *Utah! Travel Guide*, 9.1% fewer travel guides than were distributed during 2004. Fulfillment requests were received from all fifty states, the District of Columbia, several U.S. Territories, and 81 different countries worldwide. Travel demand increased in 2005, so the decrease in total travel guide requests isn't attributable to an industry decline. The increasing popularity of the Internet likely contributed to the decline as consumers rely more on electronic media for travel planning. In 2005, total visitor sessions on the Utah.com website totaled 5.3 million, an increase of nearly 35%, consistent with an upward trend in recent years. The website and travel guide have similar information, and increasing numbers of travelers are finding the information they need on the web. The fact that some ads did not include the 1-800 telephone number and only directed potential visitors to the Utah.com website also may have contributed to the decline in travel guide requests.

Domestic Requests. Domestic travel guide requests for 2005 totaled 33,670. Domestic requests comprised approximately 89% of all fulfillments. The distribution of requests generally paralleled state population, with the more populated states accounting for the majority of all requests. The East North Central and South Atlantic regions were responsible for the largest number of travel guide requests, although distribution was evenly dispersed across much of the United States. Texas, California, Florida, and Illinois each accounted for 5.0% or more (1,700+) of all domestic requests.

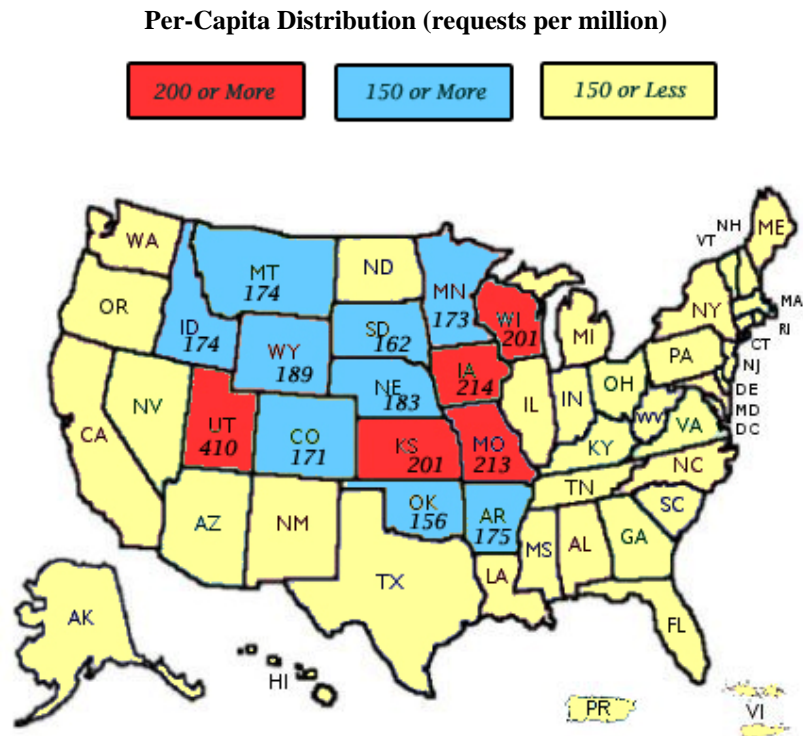
Information Requests by State



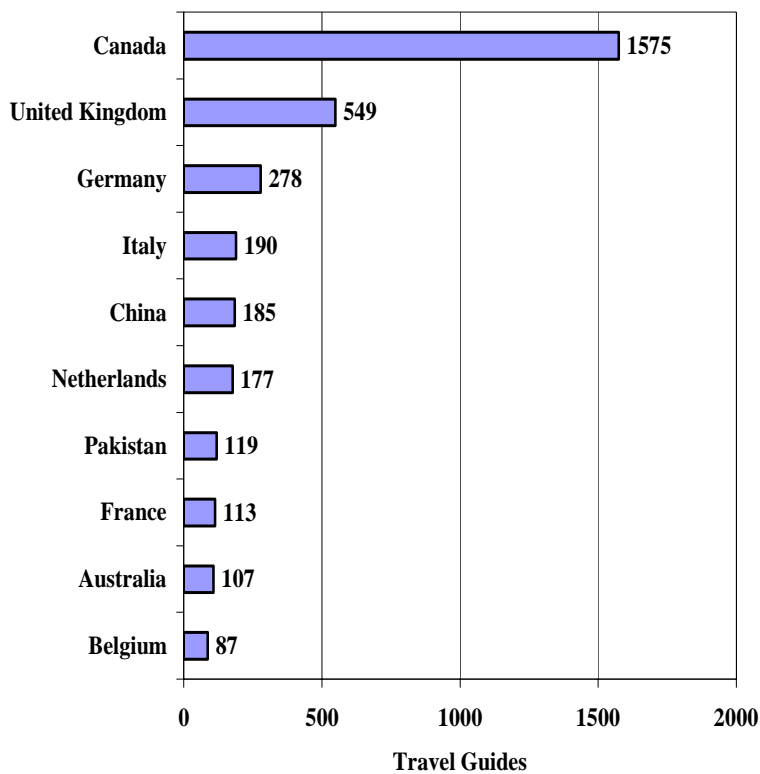
2005 Utah! Travel Guide Distribution



Because population differences make state comparisons difficult, a per capita measure of information requests is useful to examine Utah's relative performance in various states. As expected, a number of Western states appear on the top ten list, including Utah, Wyoming, Montana, and Idaho. It is interesting to note that Colorado fell out of the top ten in 2005, but Montana entered the top ten. Several states in the Midwest, including Iowa, Missouri, Kansas, Wisconsin, and Nebraska also appeared in the top ten, suggesting a possible regional advantage among travelers from that area. The average number of requests per million people among all fifty states, the District of Columbia, and U.S. territories was 112, down from 128 in 2004.



International Travel Guide Distribution

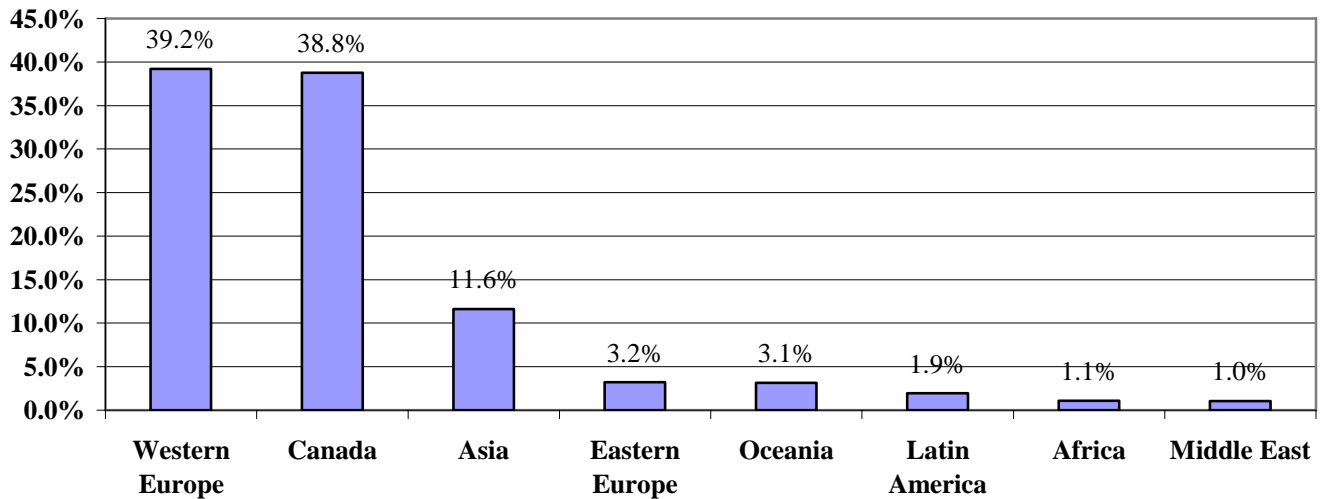


International Requests. International travel guide requests were received from 1,418 individuals from 81 countries in 2005 (representing 10.8% of all requests, up 2.7% compared to 2004). The majority of requests originated from Western Europe and Canada. Western European countries, led by the United Kingdom, Germany, and Italy, accounted for 39.2% of all international inquiries, a decrease of 0.3% compared to 2004. The value of the U.S. dollar compared to the Euro has made it affordable for Europeans to travel to the U.S. Canadian requests were responsible for another 38.8% of international inquiries, down from 45.5% in 2004.

The widespread international distribution of the Travel Guide and the requests from developing countries around the world reflects the ease with which information can be exchanged in the modern economy, and the increasing interest in international travel. For example, China, Pakistan, India, Brazil, and Indonesia, each ranked among the top twenty most likely origins for travel guide requests.

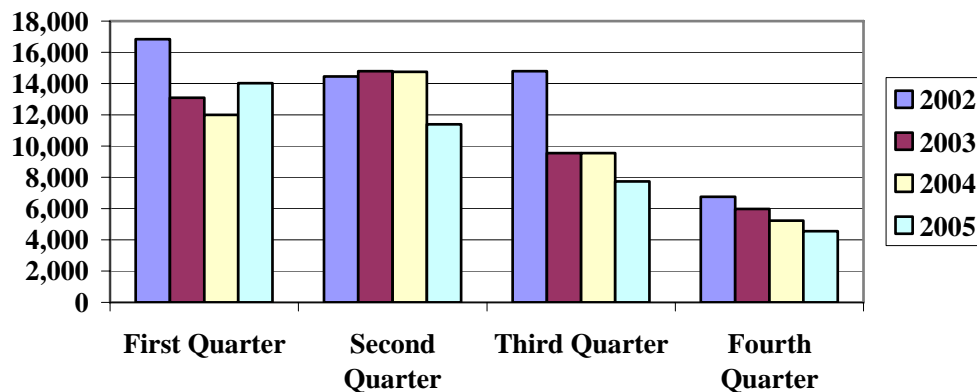
NOTE: The total number of requests from some countries might be understated due to fulfillment being carried out by contractors in those countries.

International Travel Guide Requests



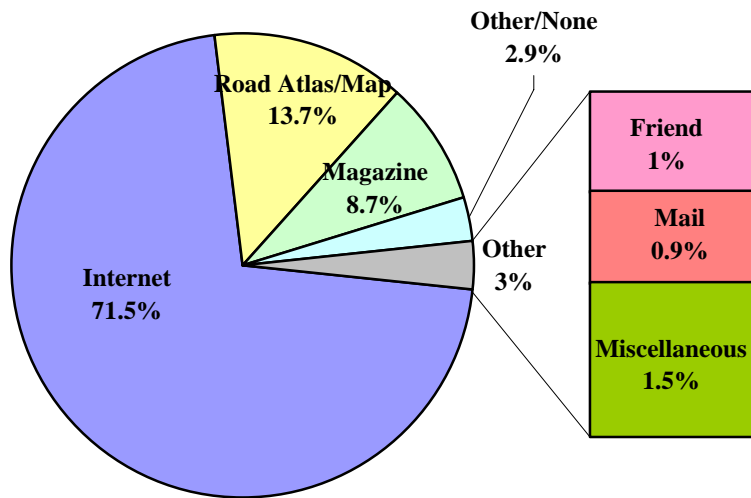
Seasonality. The volume of travel guides distributed during the second, third, and fourth quarters of 2005 decreased compared to the same quarters in 2004. There was an increase of 2,034 in the first quarter of 2004 compared to 2003. First quarter requests represented 37% of the year's total. Second quarter requests represented 30% of the year's total, and third quarter requests represented 21% of the year's total. By contrast, fourth quarter accounted for only 12% of the year's total.

Total Travel Guide Requests by Quarter



Sources of Travel Guide Requests. The sources of inquiries during 2005 reflect continued Internet travel planning. Travel guide requests received via the Internet were the number one source of information requests received throughout the year at 71.5% of the overall total, up from 55% of the overall total in 2004. Road atlases and maps declined to 13.7% of the total, down from 25% of the total in 2004. Traditional inquiry resources such as magazines, friends, mail, telephone call centers, e-mail, newspapers, radio/television, and travel agents each contributed to making Utah information available to the greatest number of consumers.

Sources of Travel Guide Requests



Bulk shipments. The Utah Office of Tourism receives many requests for bulk shipments of travel guides from Chambers of Commerce, welcome centers, AAA offices, travel agencies, etc. None of the totals listed in previous sections of this report include bulk shipments. It is interesting to note that bulk mailings of travel guides in 2005 totaled 26,133 lbs., down 21.4% compared to 2004. Again, the increasing use of the Internet by travelers probably led to the decline in demand for bulk shipments of the travel guide.